



29 March 1982

STAT

DIRECTOR OF NET ASSESSMENT

MEMORANDUM FOR THE RECORD

SUBJECT: American Public Presentation -- Meeting Report

A meeting was held on 26 March 1982 in our office to discuss the status of the "American Public Presentation" that Mr. Carlucci has in mind for use in convincing the American public to support the defense budget.

Attendees included:

[redacted]  
Seth Cropsey -- SecDef Speeches

Bob O'Brien -- OSD/PA

[redacted]  
John Bellinger -- DUSD(P)

Walter Jajko -- DUSD(P)

Jerry Kennedy OSD/LA was absent because he was on the Hill

Fred Giessler and Lance Lord -- OSD/NA

STAT

STAT

The group members discussed their individual interpretations of the project tasking. Several various efforts were discussed that are already underway. The group focussed on two major efforts: 1) program for presentation to the public and 2) an information program developed for Mr. Gatto to meet the needs of preparing the cabinet and their wives etc. It was generally felt that the best way to integrate the efforts and provide some overall coherency to the project is to develop both an agenda and action plan for the project. The group decided to have both ready in rough form for their respective principals to take to the discussion meeting that Mr. Carlucci has called for on 29 Mar 1982 at 1400.

It was generally agreed that the agenda of the upcoming DepSecDef meeting have as its focus the approval of a three-phase action plan (see attach) for the project. The major phases of the action plan include: 1) immediate identification of the issues, questions and data bases needed to support the general themes of the presentation, 2) a multi-media detailed action plan for the next six months (already being worked by OSD/PA) for SecDef/DepSecDef and CJCS to get the word out to the public (this plan might be expanded to include others later on) and 3) a long-term program and strategy for selling the defense program through the FYDP years (we surmise that this is the focus of some of Kathy Troia's efforts). The group thought that most of its specific collective efforts could focus on the first phase while the others could run on as they are and we would facilitate their convergence as that becomes both necessary and possible. This effort should capitalize on progress made in the "cabinet" effort. Lastly, an open item that needs to be resolved is the appointment of a central point of contact for the integration of the effort. John Bellinger reported that General Stillwell sees himself as the overall director for the project but not necessarily the integrator of all the data.

NOT Referred to OSD. On-file OSD release instructions apply.

2

[redacted] presented for comment an outline and structure for the Phase I effort. Comments on that and the informal memo for the record on the project were to be returned by COB 26 Mar for incorporation in the package to the principals.

The group decided to meet again at 1200 on 29 Mar 1982 to discuss and distribute the action plan prior to Mr. Carlucci's meeting. \*



LANCE W. LORD  
Major, USAF  
Military Assistant

STAT

STAT

29 March 1982

PROPOSED ACTION PLANAMERICAN PUBLIC PRESENTATION

**PURPOSE:** Prepare a presentation that will convince the American public to support the Defense Budget.

**PHASE I.** Identification of the issues, questions and data bases needed to support the general themes of the overall presentation.

- Explain the fundamental nature of the USSR and how it differs from the US
- Explain the potential menace to the US of the long-term Soviet buildup and the end-game results if that scenario is left to play itself out.
- Describe the US response to that menace:
  - Where are we now as a result of the past and the democratic process for building a defense program?
  - Where do we want to go and what are some of the implications?
  - What do we want to do?
    - o Give up or withdraw
    - o Build up our forces and resume our role in the world

**PHASE II.** Multi-media presentation plan for the next six months.

- Already being worked by OSD/PA and includes speeches, meetings, dinners, appearances, interviews, etc that are planned for the SecDef/DepSecDef and CJCS to get the word out to the public.
- A strategy is in work for targeting various special groups from traditional supporters to antagonists.
  - o OSD/PA is providing the vehicle for much of the contact but an integrating effort would probably be helpful to make sure the individual presentations complement the overall plan.

**PHASE III.** Long-term plan for the selling of the overall Defense Budget through the FYDP years.

- Program is in work, probably by Kathy Troia and others. Speeches that are written by OSD/PA for the SecDef are part of Phases II and III.

**OVERALL:** All three phases should be formally or informally integrated into an overall plan.

**PARTICIPATING AGENCIES:** OSD Staff (DUSD/P, Legislative Affairs, Public Affairs, PA&E and Net Assessment) CIA and DIA.

**ACTION REQUIRED:** Approve the above action plan, phases, and establish overall project lead and integrator.

**Page Denied**